

Task Force on Education and Outreach

Oct. 4-5, 2004, Washington, D.C.

Final Meeting Report

Day One:

IODP-MI President Manik Talwani opened the second Education and Outreach Task Force Meeting and welcomed 15 IODP representatives (see Appendix A for participant list): 10 participants were original to the first meeting; two were new participants; two were observers, plus the meeting host, IODP-MI Director of Communications, Nancy Light, whom Dr. Talwani introduced to all. Dr. Talwani tasked the group with defining the specific roles of the IOs and IODP-MI in education and outreach, and with making recommendations that prescribe integrated activities that assume those defined roles.

Nancy Light thanked Dr. Talwani for his remarks and advised the Task Force of her intention to turn the advisory group into one that advises, plans, and implements outreach programs.

The Task Force approved the minutes of their last meeting, and Nancy updated the group of progress made in meeting their recommendations on major functions of IODP-MI Education and Outreach since her arrival on August 1:

- 1) *Create Program Identity and Materials*—A Washington, DC design group was selected to strengthen and revise the current IODP logotype. A design brief was written and approved by key IODP-MI personnel. The resulting logo would be applied to a business package that includes news letterhead, corporate stationery and envelopes, and an information kit folder. A visual communications standards manual for use of the new logo is also in development for distribution to the IOs and other IODP stakeholders in using the revised logo to create web linkages, publications, branded IODP souvenirs and other materials. An IODP-MI logotype will be created based on the final design selected.

- 2) *Compile and Maintain Common Content Resources*—Through a communications audit in which the Director of Communications called for informational collateral from each IO, a basic inventory of IODP materials was compiled, scanned and catalogued, to become available online to IOs and their partner organizations through a private URL to be developed by IODP-MI. A web designer was added to the IODP-MI staff to devise the structure and coding necessary to integrate the site and create a true IODP portal. Redundant material has started to disappear, corrections are being made, and daily attention to the IODP.org splash page is given priority attention as several expeditions commence and conclude. Plans for developing the web site are progressing in consideration of three target audiences: scientists, the media, and the nonscientist visitor who wants to learn more about IODP and the science of ocean drilling.

- 3) *Facilitate International Program Activities*-- A complementary component of branding IODP is the mounting of an IODP exhibition booth. With help from a vendor, a low-cost, high graphic booth design is underway to integrate and present the common elements of all three platforms at upcoming scientific/outreach venues. All three IOs will be highlighted. Scientists will be drafted to “man” the booth which is scheduled to make its debut at the AGU Fall Meeting, December 13-17, 2004.

Databases have been established and are being populated and updated with foreign media contacts that correspond to our member institutions. Most are based in Washington, DC, and New York City. These databases will continue to grow in preparation for a formal introduction of IODP to the media in Washington, DC, later this fall. Background materials will be written and produced to coincide with this major outreach initiative.

- 4) *Develop and Produce Broader Scientific Information*—Create an electronic newsletter for scientists to promote IODP, its expeditions, leaders, achievements, and findings. Developed for e-messaging, the newsletter would be posted online at www.iodp.org.
- 5) *Advance Education by Engaging the International Community*—FY '05 program plans include the creation of themed materials, print and web-based, derivative of the ISP and targeted to nonscientific audiences. These materials might include fact sheets, drawings, photos, question-and-answer materials and instructional games or fun “think” pieces for general audiences. All would be based on elements common to all three platforms and scientific ocean drilling, in general.
- 6) *Foster Language and Cultural Awareness*—ACEX press release was translated into Japanese for distribution by MEXT in Japan. Information was inserted attributing remarks about ACEX’s success to a Japanese scientist on board and a highly respected, well-known Japanese scientist.

The second gathering of the Task Force on Education and Outreach, including its agenda, also was acknowledged as progress in coordinating and promoting integrated planning, execution, and evaluation.

Nancy shared IODP-MI FY '05 plans she had devised with the Task Force, which endorsed her five areas of emphasis and the strong outreach foundation she would build by implementing it throughout the year.

Nancy introduced a discussion of message development and the need for consistent language to be used by all IODP parties. Numerous ideas were contributed about what IODP should convey about itself and its activities:

- *international*
- *science*

- *unique*
- *exploration*
- *earth*
- *earth's history book*
- *illumination of global policies*
- *a means to explain news and current events*
- *stewards of the earth*
- *a means toward new discovery, challenge, adventure*
- *the ocean has secrets*
- *knowledge creation*
- *deepening understanding*
- *cooperative program*
- *creating sound research*
- *drilling can be beneficial*
- *building understanding of the past to inform future events*
- *ocean as history*

It was agreed that these ideas should be incorporated into a mission statement and stock language that describes IODP. It was also agreed that these branding tools, along with a logotype currently in revision, would be used program-wide once agreed upon by the Task Force. In addition, a visual communications standards manual would be produced and distributed (by IODP-MI) to all users of the logotype, in publications, online and in public relations, and that an IODP Style Guide would be written and distributed by IODP-MI to further promote consistency by next April.

After working on various language stylings and ideas, the Task Force agreed to adopt the IODP mission statement and stock paragraph that are attached.
(See Attachments II and III.)

To inform the IODP logo revision selection, Nancy presented sketches of the logotype in development. The Task Force agreed by consensus that the process was well directed and that either of two preferred designs would be acceptable for IODP-wide usage. Comments were made on each of those designs as they entered Phase II of the art direction process. Task Force members agreed that either result would be an improvement over the current logotype in terms of strength, communicated subtext, and general visual appeal. The Task Force gave consensus approval to proceed to final revisions, after which, it was unanimously agreed that Ms. Light should select the strongest end-product to recommend for adoption.

Continuing the discussion on consistently representing IODP, attention was turned to identifying those tools most commonly needed in a commonly accessible place, i.e. the IODP web portal. Task Force members asked for:

- 1) A people-finder device online; by specialty, by name, by country; by IO.
- 2) Images from expeditions; labeled by activity; labeled for generic use to demonstrate scientific ocean drilling and/or coring.

- 3) A master schedule of IODP activities, totally integrated to show panel and other business meetings, expeditions, significant scientific conferences and exhibitions.
- 4) Biographies of scientists on expeditions, including national representation and area of specialization.
- 5) Description of drilling tools, methodologies common to expeditions;
- 6) Consistency in the message and direction IODP gives scientists going on research expeditions about their role in outgoing communications, e.g. to the media and/or on the worldwide web, both onboard and after the expedition ends; policy to be included in their original information packets.
- 7) Guidance in what was considered national news vs. international news with respect to expeditions; how to coordinate outreach, starting when and with whom; is a policy necessary for photo release to the media? Can each expedition get consistent treatment with regard to pre and post cruise activity?
- 8) How to furnish daily expedition logs; i.e. how to format and provide content; who is the intended audience? Should logs be available by subscription only?

It was decided that questions 1-5 that related to information management would best be addressed by a specialized web group to focus on portal design. A subgroup, headed by IODP-MI Director of Communications (Nancy Light) and IODP-MI Web Developer (Tony Shumskas) will initiate an interactive workgroup with other web developers and designers to solve the questions of how to include those commonly needed/shared items and where to put them. Submissions from IOs regarding which web team members to include in the subgroup were called for.

It was decided that all questions regarding news release process and media policy should be addressed by a PR subgroup to include Nancy Light (IODP-MI), Andy Kingdon (ESO), Albert Gerdes (ESO), Kasey White (USIO), and Yoshi Kawamura (JAMSTEC/CDEX). This and the web subgroup will meet online and through e-mail to resolve the issues presented, beginning as soon as possible.

Issues surrounding the daily expedition logs raised by IODP-MI Vice President of Planning Tom Janecek, it was decided, would be taken to the IO meeting in late October, with the Task Force's recommendation to keep the logs available freely, i.e. without subscription. The recommendation included the advisory to make clear to the expedition team who their audience was, who they should be writing for, and to keep the logs accurate, if briefly to the point.

A presentation on the web portal redesign was followed by instructive discussion. A sample splash page for the new IODP home page was circulated around and the Task Force was informed it would be possible with IODP-MI in-house resources to provide a bilingual site—Japanese and English—on prioritized, nontechnical sections of the site. “Quick links” were suggested as shortcuts to frequently visited pages such as the SAS panels, USSAC, ESSAC, J-DESC, and the IOs. The creation of omni representational charts was noted as an essential integrating element—a universally accepted depiction of IODP's structure. Samples of good scientific translational materials could be seen online at the US Geological Survey site, www.usgs.gov.

The Task Force asked that a review team “beta-test” the planned site before it went live. The review team would include USSAC, ESSAC, and J-DESC scientists currently on the E&O Task Force and panel chairs; frequent users of the IODP site.

Prior to discussion of outreach initiatives in education, MEXT Liaison Kenji Kimura gave a short presentation. He shared the MEXT view that outreach activities for teachers or children are vital, but that these “culturally sensitive” activities should be funded by the national authorities, rather than by IODP-MI. The arising discussion and questions about how to budget and plan E&O activities remained unresolved and Manik Talwani agreed that he would take the Task Force’s concerns back to NSF and MEXT for clarification.

The Task Force suggested a number of outreach activities they believe necessary to effectively build a public awareness of IODP. These include but are not limited to: (1) workshops for teachers given by scientists on themes basic to IODP’s science plan, (2) production of informational posters such as “Blast From the Past,” to explain earth processes and present educational activities to foster understanding, (3) use existing teachers’ expedition logs into a book for children or put them to some other self-guided, instructive use, (4) create fellowships to promote guided inquiry into ocean drilling, (5) create a council of scientists to focus on educational materials production. The Task Force agreed that IODP-MI should promote and encourage the production of materials for general outreach, but that project proposals may be necessary for specific campaigns or projects to receive adequate and approved funding.

Asked to focus again on outreach campaigns that were not focused on classroom instruction and that did not build on any standard of curricula, the group was broken into smaller groups, each representative of the three IOs. A short discussion of grassroots public education ensued, noting examples from other large national and international organizations that had developed messages that were taken to the consumer grassroots level with recognition. Products were the most easily accessible examples of such creative and effective campaigns: for example, Nike and “Just do it.” Each group could describe and suggest any kind of marketing/advertising/promotional strategy they liked to create a model campaign derivative of one or more central messages developed in the morning session. Each group was asked to develop a message-based campaign over dinner and to report the next morning on how it would take shape to appeal to a mass audience of nonscientists.

Day Two

Each group reported a campaign idea conceptualized from the IODP messages discussed on Day One:

- 1) Create a themed informational campaign based on a selected concept basic to the ISP. Use that concept, to be identified by IODP-MI, to create a series of informational materials that support the science developed in IODP: fact sheets; a Q & A with an IODP scientist (we could provide one with staff scientists from each IO); graphics depicting how IODP research adds to the body of knowledge

about the selected concept; practical “real life” applications about how that knowledge can be applied—even to a future drilling expedition; creative virtual material that allows the reader or web site visitor to “visit” the shipboard labs or “spend the day as an IODP scientist.” All these materials could be posted for online consumption in the IODP E&O section of the web site or distributed in a targeted e-newsletter. The tools could also be adapted and extended to the IODP-MI exhibition booth. The IOs could further adapt the theme to activities carried out at the national or regional level through lecture series or other more localized outreach based on platform-specific information.

- 2) Create an outreach campaign for the general public and specific target audiences based on the theme, Port Call: Earth. Such a themed program might have a specific icon created to identify it as IODP outreach about ocean drilling. This themed campaign might take the concept of “inner space” and explore how ocean drilling science achieves its exploration of inner space. The materials associated with Port Call Earth would include fact sheets, and other informational materials that explain:

- who explores Earth on IODP expeditions: scientists, technicians, engineers, IT professionals, teachers, crew members;
- how IODP crews explore, e.g. drilling, logging, monitoring; and
- why IODP pursues its mission, e.g. to understand history, to illuminate global policies, to make smart decisions about the future.

Strategies for outreach could include web casts, radio and TV placements, presentations at museums, science institutions, universities, career programs, and could be customized for educators at every level of academia and for professionals at related community outreach facilities such as aquariums, museums, etc. This campaign also would allow IODP to promote how diversity improves science. IOs could adapt the themed program to science events taking place globally, e.g. Earth Day, Geology Day, career events, etc., or initiate activities to promote the theme.

Discussion of each agency’s role in the above model cited IODP-MI as the “host” institution with responsibility to develop materials and promotional opportunities around the theme that could be used globally, e.g. brochures, a “distinguished educator” award, and posters, for example. IOs then could “take the ball and run with it,” creating learning activities that fit into the theme, and perhaps pursuing grants to take on activities of a grander scale to match the themed program. It was also suggested that a multi-year theme could be undertaken and targeted first to universities, then to secondary schools and then to primary school children, with appropriate activities planned for each through the IOs, and perhaps, through grant funds sought and earmarked for the purpose.

The third working group presented a number of themes for outreach campaigns targeted to future scientists, including graduate students and undergraduates. The themes presented could be applied to the campaign structures presented by the first two groups.

CDEX's well developed outreach program was explained and illustrated by Chieko Aizawa. It includes outreach at 8 international and domestic conferences. CDEX will roll out campaigns on "Earth and IODP" to universities and science museums, in cooperation with J-DESC. CDEX also will visit at least 5 cities with lectures and promotional movies. An array of posters and brochures have been created for outreach and for display in CDEX's traveling exhibition booth. The Chikyu model will also be exhibited. A Chikyu ceremony involving Japan's Royal Family is in the planning stages, along with Chikyu introductions via a booklet, a web site, multimedia presentations, web pages for children, and a movie.

With renewed interest in effective outreach campaigns for public audiences, The Task Force, echoing an earlier recommendation made by the IODP-MI E&O Workshop (Feb. 2004), appointed a subgroup to look into campaign funding opportunities that might be available to IODP to facilitate international program activities. Eve Arnold, Kathy Ellins, and Leslie Peart were interested in this subgroup activity, particularly in light of the fact that MEXT's message to the Task Force on Day One was that it would not fund curricular activity undertaken by IODP-MI, either for teachers or children—targets the Task Force considers vital to IODP's effective outreach efforts. In addition, the establishment of a corporate "friends" group would help position IODP among highly respected businesses and corporations, helping to define IODP's value in the business world.

The Task Force agreed that outreach at conferences was an essential activity for IODP-MI to undertake because its presence was the single guarantee that IODP would have a visibly whole presence apart from the fragmented presence it otherwise manages to form from the booths of the three IOs, all of which present many programs in addition to IODP. For this reason in particular, it was established that IODP-MI must exhibit, at a minimum, at the American Geophysical Union's Fall Meeting (Dec. 13-17, 2004), at the European Geosciences Union Annual Meeting (April 24-29, 2005), and the Asia Oceania Geosciences Society's Annual Meeting. In addition, the Joint Meeting in Japan (TBD), the International Geological Congress and the Geological Society of America conferences were noted as important venues for an IODP-MI presence. (The USIO is mounting an IODP exhibition at the JOI booth at GSA, presenting the comprehensive program with input from all three platform operations.) It was also strongly recommended that IODP-MI exhibit at the National Association of Science Teachers in the U.S. A priority list will be developed by IODP-MI considering costs associated with exhibition, target audiences desired, and geographical spread. The work of the

IODP-MI Booth Preparation Team was recognized for its work in successfully mounting booths at AGU, IGC, and ICP-8.

The Task Force moved its discussion to news readiness and discussed how science parties manage news outreach and release. Andy Kingdon showed a video that aired on BBC, produced while ACEX was underway. The video opened a discussion of how to best manage media relations at sea. It was noted that no official media policy was in place and that such a policy would need to be communicated to science party members early in the process of putting together the party, so that expectations of all—the science party, the co-chiefs, and the media liaisons—would be consistent with one another. With the upcoming Bremen science party looming large, there is interest in coordinating all press efforts to maximize the news that will emerge in Europe. The PR subgroup, it was decided, would work online and via telephone to coordinate efforts and link the Bremen news briefing to a news event that would formally introduce IODP to the media in North America.

It was agreed that an emphasis on media training was needed in IODP and that the target group for such training would be the IO staff scientists as well as IODP-MI key personnel. The PR subgroup was tasked with creating a training plan to address how, when, and specifically to whom media training would be presented.

The success of E&O activity, the Task Force noted, will best be evaluated through measurements that impact the program's structure. The Task Force identified the following measurable elements to use as benchmarks:

- the volume of cost-free media placements that mention IODP or its IOs;
- ready and full participation from science party participants, from all nations committed to IODP;
- web tracking that demonstrates growth in the number of visitors per month and the number of minutes each visit endures;
- database growth; growth in number of opt-in subscribers to newsletters.
- number of news releases downloaded;
- additional countries joining or showing interest in IODP;
- increased traffic on IODP web site after conferences where IODP-MI has exhibited.

As the Task Force began its summation of the meeting, it was suggested that the group meet twice a year to coordinate plans, continue implementation strategies, and share E&O information in real time. It was suggested that the Task Force alternately meet in the U.S., Europe, and Japan, so that all the outreach specialists could get a first-hand glimpse into the other IOs. The Task Force was invited, at its next Washington, DC meeting to visit the Oceans Hall space where the Smithsonian would mount its oceans science exhibition in 2007-08. Ocean drilling will be featured in that exhibition as will a Chikyu

model provided by JAMSTEC. The exhibition, when it opens, represents a great news hook and media opportunity for IODP.

It was proposed that the next Task Force Meeting take place in Japan prior to the Chikyu event. Prior to the meeting, wherever it occurs, subgroups will work independently and then present their progress to the Task Force at large.

Roster of Attendees (Appendix A)
IODP-MI Task Force Meeting on Education & Outreach
Oct. 4-5, 2004, Washington, D.C.

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Mission Statement (Attachment II)

The Integrated Ocean Drilling Program (IODP) is an international marine research drilling program dedicated to advancing scientific understanding of the Earth by monitoring and sampling sub seafloor environments. Through multiple platforms, preeminent scientists explore IODP's principal themes: the deep biosphere, environmental change, and solid earth cycles.

Stock IODP Language (Attachment III)

The Integrated Ocean Drilling Program (IODP) is an international marine research drilling program dedicated to advancing scientific understanding of the Earth by monitoring and sampling sub seafloor environments. Through multiple platforms, preeminent scientists explore IODP's principal themes: the deep biosphere, environmental change, and solid earth cycles. IODP drilling platforms are operated by the U.S. Joint Oceanographic Institutions Alliance (JOI Alliance), Japan's Center for Deep Earth Exploration (CDEX), and the European Consortium for Ocean Research Drilling (ECORD). IODP's initial 10-year, \$1.5 billion program is supported by two lead agencies, the U.S. National Science Foundation and Japan's Ministry of Education, Culture, Sports, Science, and Technology; by ECORD, and China's Ministry of Science and Technology.